



Foreign Agricultural Service

**GAIN Report**

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## **France**

### **Market Development Reports**

#### **European Kosher Food Show: Gastronomika, Paris - Corrected Copy 2000**

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#### **Report Highlights:**

**The first European kosher food show, Gastronomika, was held May 14-15, 2000, at the Salons Hoche in Paris. In addition to the 45 vendors and distributors who displayed their products, a full two-day program of lectures and seminars was open to all attendees. Several distributors had American kosher wines and candies on display. Best prospects for kosher foods in France are gourmet-type including wines, as well as matzos, sauces and any other products of non-gourmet quality found in supermarkets.**

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Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Paris [FR1], FR

## **1. Executive Summary:**

The first European kosher food show, Gastronomika, was held May 14-15, 2000, at the Salons Hoche in Paris. In addition to the 45 vendors and distributors who displayed their products, a full two-day program of lectures and seminars was open to all attendees. Several distributors had American kosher wines and candies on display. As a result of the show, AGR/Paris added the names and addresses of two European distributors of American products (candies and wines) to Post importers' list.

## **2. Market Overview:**

The entire European kosher market (EU plus Eastern Europe) consists of about one million consumers, compared with the American kosher market, which has about 8 million consumers. However, what the European market lacks in size it appears to be making up for in growth. Vendors were optimistic about prospects for continued growth in European demand for kosher foods.

Exhibitors attributed the growth in sales of kosher foods to rising consumer demand for proof of quality control. Recent food safety problems have made European consumers more aware of brands, quality marks, regional origin labeling, appellations, etc. Kosher foods, with their small but distinctive official marks, have a reputation for high quality, given that processing controls are strict. Kosher product sales thus appear to be benefitting from past (and current) food safety problems and Europeans' consequent shift to quality branded products.

## **3. Gastronomika Trade Show Information:**

The show had 1,100 professional visitors mainly European (France, Switzerland, Netherlands, Spain, United Kingdom and Italy) and some from Israel and two from Poland. Visitors were mainly importers/distributors, and supermarket buyers. Many journalists also visited the show, such as France 2, Journal du Dimanche, Neo Restauration, l'Hotellerie, Evenement du Jeudi, Agence France Press Agency.

The two distributors showing American products (wines and candies) said that the strength of the dollar so far has not had a noticeable effect on purchases of U.S. kosher products, even though prices are starting to go up. One said that he was looking to sell a wider variety of U.S. kosher foods, and thought that even with the stronger dollar, there is enough unmet demand in Europe that American producers should consider it an interesting market.

About half of the exhibitors were wine distributors, and several owned vineyards and produced grapes or juice for bottling. Two distributors were showing two or three American wines from California and New York State.

Almost all products shown were "haut de gamme", or very high-end, highly processed and expensive at the retail level. A large range of products was represented, from a family-owned matzos manufacturer and an artisanal producer of foie gras, to kosher wines and liqueurs produced in large quantities. Other products included ice cream and sorbet; spices; chocolates; sausages and deli meats of all kinds; other alcoholic beverages; jams/jellies/purees; gourmet deli goods such as canape shells, fillings, sauces, and spreads; frozen fish products; and whole vacuum-wrapped poultry (chickens, ducks, etc.).

Three exhibitors told AgAttache that the only real difficulty they have with American products in the European market is the resistance of U.S. exporters to label in French or other languages. The lack of local language labeling has stopped several sales of U.S. kosher products. Notably, the only complaint voiced about American products was the labeling issue. On every other point, distributors were either enthusiastic about American products or concerned that AgAttache's attendance presaged some serious competition.

#### **4. Packaging/Labeling and Certification:**

To be accepted and recognized as kosher, products must have the "K" identification with the name of the rabbi who certified the product. For delicatessen products, the word "casher" must appear both in French and Hebrew, plus the name of the city of the rabbi.

French label and product ingredient regulations are among the most rigorous in the European Union (EU), also food products entering the EU and France are subject to customs duties which vary from one product to another. Most processed products are subject to additional import charges based on the product's sugar, milk fat, milk protein and starch content. Exporters are advised to maintain close contact with an established French importer who should be the best source of current information on these requirements.

For more information on product restrictions, food standards and regulations, please refer to Post Food and Agricultural Import Regulations and Standards Report (FAIRS) available on Internet website: <http://www.fas.usda.gov>

#### ***Basic Labeling/Packaging Requirements:***

Labels should be written in French and include the following information:

- *Product definition*
- *Shelf life:* Indicate "used by," and "best before" dates and other storage requirements
- *Precautionary information or usage instructions,* if applicable
- *Statement of contents:* ingredients, weights, volumes, etc., in metric units. All additives, preservatives and color agents must be noted on the label with their specific group name or their "E" number
- *Product's country of origin and name of importer or vendor within the EU*
- *Manufacturer's lot or batch number*

## **5. Best Prospects for American Kosher Foods:**

Kosher food products most sold in France are gourmet-type including wines, and products easily found in supermarkets such as matzos, special sauces, etc.

Next year in May, Gastronomika will increase to 2,500 square meters, compared to 800 square meters this year.

The SIAL trade show may in the future have a hall or part of it dedicated to kosher foods.

A delegation from Gastronomika members will go next fall to the Kosher Fest in New York.

For additional information on the Kosher market in France, please refer to Post Report FR8049, available on Internet at: [www.fas.usda.gov](http://www.fas.usda.gov)

End of Report

For further information contact:

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Internet: [www.amb-usa.fr/fas/fas.htm](http://www.amb-usa.fr/fas/fas.htm)

**A. IMPORTERS OF KOSHER FOOD PRODUCTS**

PASKESZ INTERNATIONAL bvba                      T: 32-3-230 7892  
Van Campenhoutstraat 20                      F: 32-3-218 4450  
B-2600 Berchem (Antwerpen)  
(wines and candies)  
Contact: Henri Molko (Fax: 01 43 49 5500 - Cellular Phone: 06 11 37 8606)

BORNIBUS  
201, rue Jules Ferry                      T: 01 39 34 77 00  
95360 MONTMAGNY                      F: 01 39 34 77 48  
(Condiments and mustards)  
Contact: Mr. Guy Barre

FJORD KING  
7, avenue Danville                      T: 01 48 52 61 61  
94600 CHOISY LE ROI                      F: 01 48 52 72 34  
Contact: Mr. Elie Benhamou  
(Salmon)

MEDIAL  
56, boulevard du Capitaine Ghèze                      T: 04 91 98 49 50  
13014 MARSEILLE                      F: 04 91 58 11 48  
Contact: Mr. Francis Cohen  
Wholesaler that sells to the French retailers, and to supermarket chains, such as Casino, Leclerc and to Cash-Casher/Naouri. MEDIAL, created in 1978, is the kosher food pioneer in France.

OLIVES PROVENCE  
Les Estroublans                      T: 04 42 10 98 98  
15 Deuxième Avenue - Z.I.                      F: 04 42 10 98 97  
13127 VITROLLES  
Contact: Mr. Gérard Aziza

LESIEUTRE & CIE  
3, rue des Artisans                      T: 04 77 70 57 96  
42300 ROANNE                      F: 04 77 70 03 47  
Contact: Mr. Georges Taieb  
(Looking for CA kosher wines)

TRANS AMERICAN BROKERS EUROPE (TAB)  
Geroldshauser Str. 37  
D-97271 Kleinrinderfeld                      T: (33-49) 9366 99250  
Contact: Daniel Samet                      F: (33-49) 9366 99252

PAUL HEUMANN

BP 5

67250 Soultz sous Forets

(bread)

Contact: Guy Heumann

T: 03 88 80 40 61

F: 03 88 80 69 29

LE CHANDELIER

SHAY KOSHER INTERNATIONAL FOOD

51/53, rue Jules Ferry

93170 Bagnole

(Grocery foods)

Contact: Jacques Bacry

T: 01 48 18 17 17

F: 01 48 18 08 01

## **B. KOSHER FOOD SUPERMARKETS AND RETAIL SHOPS**

### **Supermarkets:**

EMETH

30/32 avenue Jean Mermoz

93120 LA COURNEUVE

Contact: Mike Elliott

T: (33-1) 43 11 1818

F: (33-1) 43 11 1811

CASH CASH NAOURI

26, boulevard Paul Vaillant Couturier

94200 IVRY SUR SEINE

Contact: Mr. Franck Naouri

T: (33-1) 45 15 2555

F: (33-1) 45 15 2550

### **Retail Shops:**

CAROLYD

77, rue Albert Garry

94450 Limeil-Brévannes

Contact: Mr. Fellous

T: (33-1) 45 99 2230

F: (33-1) 45 99 2995

DOUIEB

11, bis rue Geoffroy Marie

75009 PARIS

T: (33-1) 47 70 8609

F: (33-1) 44 79 0690

FRANCOIS

45, rue Richer

75009 PARIS

T: (33-1) 47 70 1743

F: None

LE HAIM

6, rue Paulin Enfert

T: (33-1) 44 24 5334

75013 PARIS	F: None
CHEKEL	
14, avenue de Villiers	T:(33-1) 48 88 9497
75017 PARIS	F:(33-1) 48 88 9450
COMPTOIR PRODUITS ALIMENTAIRES	
111, avenue de Villiers	T: (33-1) 42 27 1691
75017 PARIS	F: (33-1) 42 27 8300
LES AILES BOUTIQUE	
15, rue des Fermiers	T: (33-1) 44 15 9393
75017 PARIS	F: (33-1) 44 15 9300
CHOCHANA	
54, avenue Secrétan	T: (33-1) 42 41 0116
75019 PARIS	F: None
RIVIERA CACHER	
11, avenue Villemont	T: (33-4) 93 92 9200
06000 NICE	F: (33-4) 93 80 9543
SUPER CASH COLBO	
14, rue Michelet	T: (33-4) 93 52 1515
06000 NICE	F: (33-4) 93 52 9229
KGEL	
11, rue Fricero	T: (33-4) 93 86 3301
06000 NICE	F: (33-4) 93 44 9178
MICKAEL	
37, rue Dabray	T: (33-4) 93 88 8123
06000 NICE	F: (33-4) 93 88 3126
CANNES CACHER	
10, rue Louis Braille	T: (33-4) 93 39 8508
06400 CANNES	F: None
YARDEN	
3, rue Pinkmatt	T: (33-3) 88 22 4976
67000 STRASBOURG	F: None
YARDEN	
13, bd de la Marne	T: (33-3) 88 60 1010

67000 STRASBOURG

F: None



## LEVY

4, rue Strauss Durckheim  
67000 STRASBOURG

T: (33-3) 88 35 6821  
F: None

## AVIEL CASH

28, rue St Suffren  
13006 MARSEILLE

T/F: (33-4) 91 37 9525

## SUPERETTE EMMANUEL F.

93, avenue Clot Bey  
13008 MARSEILLE

T: (33-4) 91 77 4602  
F: (33-4) 91 71 2355

## Z. CACHER

206, boulevard Paul Claudel  
13009 MARSEILLE

T: (33-4) 91 74 3001  
F: None

## RAPHAEL CASH

299 avenue de la Madrague  
13009 MARSEILLE

T: (33-4) 91 76 4413  
F: None

## KING CACHER

25, rue F. Mauriac  
13010 MARSEILLE

T: (33-4) 91 80 0001  
F: (33-4) 91 79 9938

## TAIM VENAİM

Montee Sainte Menet  
13011 MARSEILLE

T: (33-4) 91 44 1121  
F: None

## DELI CASH

94, bd Barry  
13013 MARSEILLE

T: (33-4) 91 06 3904

## EPICERIE DE l'ACİM

45, rue Proudhon  
34000 MONTPELLIER

T: (33-4) 67 02 1099  
F: (33-4) 99 58 3581

## CACHER VILLEROY

32, rue Villeroy  
69003 LYON

T: (33-4) 78 71 7222  
F: None

## LORICASH

140, rue Dedieu  
69100 VILLEURBANNE

T: (33-4) 78 03 2479  
F: (33-4) 78 68 0787

MAXICASH

44 Cours Tolstoi

69100 VILLEURBANNE

T: (33-4) 78 85 0080

F: (33-4) 78 03 3988